



# ***STAYING FOCUSED***

## ***Magnifiers & More***

***Volume 7 Issue 2***

Hello Friends,

My first question to all of you is where did the summer go? It sure did go by quickly this year. I hope that you had a wonderful summer and are now getting ready for my favorite time of the year. The smell and sights of autumn are inspirational. Unfortunately, we all know what comes after the fall weather. I have decided that winter will not come this year! My second question then is; do you think Mother Nature will listen to me?

This summer I had the pleasure of traveling and speaking for Macular Vision Research Foundation's SupportSight Seminars. Interestingly enough, no matter what city, time zone or venue I was at, every single person I met had some association with macular degeneration or knew of someone who did. The attendees were so hungry for information and affirmation about their vision impairment. Truly the biggest key to surviving a vision impairment is perseverance.

We here at Magnifiers & More are getting ready for the holiday season! It will be here before you know it. We are also starting an exciting new program for the months of October & November. We are calling it "Cash for Clunker", gee does that sound familiar? Sorry, we aren't giving out cars or refunds in the thousands but we will be giving out discounts for your gently used magnifiers. Magnifiers collected will be given to various charitable organizations. For more details, please call the store or check our website out. In addition, we will be publishing our annual Top Ten most requested items by the visually impaired. The list will be available on our website or by calling the office at 440-946-3363.

We have some great information and tips in this newsletter. I hope this newsletter gives you the inspiration and courage to continue and preserve with your vision.

Though your vision impairment is an inconvenience; it should never stop you from living each day to its fullest. And as my grandpa would say, "You just have to keep going, no matter what; nobody is going to do it for you".

***Live each day one day at a time.***

Happy Fall to all,  
Debbie, Murphy & Staff

## DIS-EASE OF:

### Vision Impairment

Being visually impaired is no fun, nor is it something that most people run around bragging about. In fact, many people will try to hide their impairment or even deny that they have one. Being visually impaired is considered a disability; however, in reality it is life altering and a terrible inconvenience.

However, there are ways to overcome those inconveniences. (I hear you mumbling under your breath!) Trust me there are things that can make your life more convenient. You just need to have the right *tool box*. Once you have the tools you then have to develop the skills and patience for using them. Then you need to practice using the tools. (A concert pianist didn't become one over night, it took lots of practice).

Next you need to rid yourself of "stinky thinking"; that is, do not worry about what others will say and stop feeling sorry for yourself. How do you do that? Start by changing the mindset of "*I used to do it this way*", get out of the past and look at today. Focus on what the goal is. For example, the goal is to read the mail, so you find a tool that works for you. No, it's not the way you used to read but you can **still read**, albeit slower, but you are still reading your mail!



#### Ideal tools for your tool box:

Glare Control Glasses ~ Special colors to help with the glare. The most common complaint among the visually impaired.

Electronic Magnification Devices ~ Devices that use a camera to allow you to select the amount of magnification you need. Devices can be stand alone, connect to a TV or computer screen, or portable to take with you.

Magnifying Items ~ Hand held magnifiers, stand alone magnifiers, clip-on magnifiers, magnifying mirrors, magnifying glasses, and software for computer.

Lighting ~ Special light bulbs, natural daylight lamps; floor and desk models, and magnifiers with lights.

Low vision tools are a necessity for people with vision impairments; however, most people will need more than just one aid to help them.

## MAGNIFICENT NEWS

### We are GROWING here at Magnifiers & More!

*We have teamed up with some wonderful professionals who specialize in helping the visually impaired.*

- Steve Chisnell: *Owner of Chisnell Adaptive Technology*. Steve brings his knowledge & expertise of over 15 years to the adaptive technology field. Steve can help with all aspects of computer related products as well as video magnification systems. Steve is able to do home visits and training sessions.
- Michelle Powers: *Rehabilitation Teacher*. Michelle works independently with clients in their homes; helping to determine their needs to maintain a safe, independent living environment. She can help with making the home a friendlier environment for the visually impaired person.
- Lee Jarocki: *Sales Representative for Magnifiers & More*; Lee works with clients in their home demonstrating video magnification systems and also does in-home installation of the video magnification units. He is also a realtor who specializes in working with the visually impaired person.
- Larry Lewis: *Owner of Flying-Blind*; Larry's company specializes in working with the blind person and has particular emphasis on Braille. Larry is congenitally blind and attributes his successes to Braille literacy, which has enabled him to develop the skill sets necessary to start his own company.

For more information on how to reach them, please call our office (440) 946-3363.

We are dedicated to building our team of professionals to help **you!**

## Newest Technology:

Here is an update on some of the newest technology available for the visually impaired! Video magnifiers! It's like having twelve magnifiers in one. These portable units allow you to take them almost anywhere. They are light weight and have adjustable magnification levels with adjustable background modes. Depending on the model, magnification levels are from 2x - 16x, and with screen sizes of 3.5 inches to 6 inches. All run on re-chargeable batteries. These units are great for reading your mail, looking at price tags, phone numbers, classroom work and reading menus. For more detail, please call or check out our website ([www.magnifiersandmore.net](http://www.magnifiersandmore.net)) for more information.

**Pebble** by Enhance Vision [www.enhancedvision.com](http://www.enhancedvision.com)

**Compact +** by Optelec [www.optelec.com](http://www.optelec.com)

**Mini Compact** by Optelec

**Fusion** by Eschenbach [www.eschenbach.com](http://www.eschenbach.com)



**Your vision may be limited, but your options are not!**

We currently have in stock several pre-owned reading machines of various models, sizes and cost. Please call or stop by store for more information.

If you still file income taxes and itemize your deductions, remember, that any purchases you make during the year for your vision impairment (magnifiers, large print items, vitamins etc) can be counted towards your medical deductions.

## MURPHY'S PAGE



Woof, Woof my dear friends,

I hope this finds you romping in the leaves and playing hide-N-seek with a soccer ball. I love to play that game with mom; and guess who always wins! I pawticularly love to roll around in the leaves, though it can be embarrassing when I get up and there are leaves hanging from my tail. Hey, that is what happy tails are for; a couple of good wags and they are gone.

It's also football season, I hope you are cheering for my team. The Pittsburgh Steelers! I'm such an ultimutt fan that I wear my Steelers collar. I look pawticularly handsome in my black and gold collar. I get lots of comments on it and you can imagine what some of them are.

So was your summer as paw-riffic as mine? I did a lot of traveling this summer and also had lots of company visit my home. I went to Detroit for some training on vision aids and stayed in a hotel. We were on the fifty-eighth floor! Wow, was I surprised when I looked out the window. The lake looked very inviting but I could not figure out how to get to it. Mom & I did some entertaining as well; I particularly enjoyed all the grilling that we did. I've was quiet a sous-chef this summer. I discover grilled zucchini and chicken are pawsome.

I spent time swimming in Lake Erie but not as much as I would have liked. Unfortunately, my allergies caused a bad skin rash and mom made me stay out of the lake for awhile. Oh, it felt so woof-underful to doggy paddle in the water. Mom & I did some hiking and camped out one night. I did not like the sound of those crickets. Don't they get hoarse after awhile? And of course, I celebrated my birthday this summer. I turned nine years old. Mom says I am starting to look mature; I think she is referring to my graying muzzle. I call it distinguished and showing my pawsonality.

I also was on TV this summer! I was with mom when she was on the Golden Opportunities TV show. I was allowed to sit right next to her as she talked about the cool new video magnifiers that we carry. It was fun but the camera man thought I might go "potty" on his camera. Silly guy, the camera doesn't look like a fire hydrant.

Happy Autumn Tails to you!      Murphy Kogler  
CEO (Canine Executive Officer)

## **LINDA'S CORNER: I am a V.I.P.**

Hello fellow V.I.P.'s, (Visually Impaired Persons)

The loveliest of summers has just ended and autumn has arrived! With each new season I think of the delightful way my other senses engage with nature and I can immerse myself in my environment.

I love the smell of fall on a crisp dry day, a day perfect for experiencing the outdoors. I often hike through the woods where I feel the cooler winds touch my cheeks and I love the sound of the leaves crunching beneath my feet. I remember to be grateful that although I can no longer see detail I can still see the colors of the changing leaves and the bright orange of the piles of pumpkins waiting to be pie. Ah, and then there is the taste of those pumpkin pies!

I never venture out without my fanny pack full of low vision devices. My favorite is my Compact CCTV. I keep it around my waist and I can pull it out to examine a leaf, a flower or even a bug while I am hiking. Another great device for hiking or shopping is a pair of binoculars that you can wear like glasses. If I am lucky I might even spy a deer.

Shopping for fall clothes has become less of a struggle. I use my Compact cctv to read sizes and price labels; it even helps to determine the differences in colors and patterns. I no longer have to bother other people in a store to help me figure out what things say.

Fall has always meant "back to school time" and this fall I am taking some senior classes at my local community college. I arrive equipped and prepared. Here are some tips:

- arrive early to locate the room and sit in the front
- binoculars help you see the board
- adjust for different environments

I have a small airline carry on bag with wheels. I fill it with whatever I have that will help me to feel comfortable in an environment that has challenges. My bag includes my small cctv, 20/20 pens, and lined paper that I can use. I make notes before I go somewhere using large print on my computer or just writing large enough for me to see using my 20/20 pen. These notes include room numbers and directions. New places and new challenges are stressful. I often find myself frustrated and impatient. It helps for me to remember to smile and that all this is an adventure.

'Til our next new experience... Keep on Hoppin', Linda

## TIPS OF THE MONTH

- 1) Looking to get rid of some of your old books? If you have a computer or know someone who does, check out [www.paperbackswap.com](http://www.paperbackswap.com). They help members swap, trade and exchange books with each other for free. Mail a book. Get a book. Any book you request is yours to keep, share to trade. It's not just paperback books, but hardbacks, audio books, textbooks and more. No fees just postage to mail the book.
- 2) Worried about driving? Have questions that you are afraid to ask. Check out [www.keepingussafe.org](http://www.keepingussafe.org) or call 877-907-8841.
- 3) Filling the bathtub can be difficult if you can't see how high the water is. If you put a bright colored sponge in the tub first and then fill with water the sponge will rise with the water level. No more overflows!
- 4) Many restaurants have large print menus. But you have to ask for them! *Olive Garden, Bob Evans, Applebee's, and Cracker Barrel* are just a few. If you keep asking, maybe someday the restaurants will get the hint!
- 5) Large Print checks are available at all bank institutions. You will have to ask for them. They are typically yellow in color with a raised black, bold line. They will also contain large print deposit slips.
- 6) Remember, even though summer is gone, UV protection for the eyes is still very important. Especially in areas with snow. Winter glare can be harmful and distracting to the vision impaired person. Ultra Violet damage can cause cataracts and macular degeneration. Try the new plum colored glare control glasses to help fight winter glare.

**2010 Large Print Calendars  
NOW Available  
22 inches tall x 17 inches wide**

*STAYING FOCUSED*

Linda Bendis

*Magnifiers & More*

7775 Mentor Avenue

Mentor, Ohio 44060

440-946-3363

E-mail: [cbetter@earthlink.net](mailto:cbetter@earthlink.net)

[www.magnifiersandmore.net](http://www.magnifiersandmore.net)

**FREE MATTER FOR THE  
BLIND AND  
PHYSICALLY  
HANDICAPPED**

**Help Us Help You!**

In an effort to reduce costs, we are "going green" we are now electronically sending out our quarterly newsletter. If you would like to receive our newsletters via email please email us at: [cbetter@magnifiersandmore.net](mailto:cbetter@magnifiersandmore.net) . In the subject line please use: **add to mailings**. Please list the email address to which you would like to receive the newsletter. We will not share your email address! All emails sent to you will be done in the blind copy form so that no one can see the addresses that we are sending to.

Thank you for helping us help you!